

FSC-24-B		2/23/98	
SUBJECT: Selling and Execution Dates - Second Quarter Promotion			
DISTRIBUTION:			
<u>X</u>	AVP	<u>X</u>	KAM
<u>X</u>	RSM	<u>X</u>	AM
<u>X</u>	RBM	<u>X</u>	AE
<u>X</u>	ROM		
		<u>X</u>	DM
		<u>X</u>	RM
			Sales Rep
			Retail Rep

*1610 DATE
OK 9 Apr 98*

Objective: Provide the Field with specific time periods for the selling and execution of second quarter workplan promotions (includes national pack, CTS pack, CTS carton and supermarket pack promotions).

Purpose: Improve VAP delivery/scheduling process. Ensure all workplan promotions are executed in timely manner

- Promotional timetables, communicated in the Second Quarter Workplan (FSC 9-B), were established to provide the Field with critical dates for direct accounts to order, pack and ship our workplan promotions.
- Refer to the attached schedules which have been developed to provide both the "selling" and the "execution" side with critical dates in order to meet delivery to retail. **It is very important that all selling details and quantities are finalized by the end of Week 10 prior to delivery to retail and communicated to ROU** (see Attachment A for KAM/AM and Attachment B for ROU).
 - Exceptions, which should be minimal at this phase of the promotion, are to be communicated to your Region Manager who will communicate with his/her Area Manager of Operations. Accounts should not be given flexibility to select promotions.
- A "last delivery date to direct accounts" is incorporated in these timetables for each monthly promotion. (Refer to attached charts for specific dates.) This timeframe allows a 6-week window to receive product at direct account/wholesale level.
 - Following this date, all remaining promotional product/materials/premiums at the region level will be rolled to a national level and will be dispersed to other geographies based on business needs.
- Benefits of this process include:
 - Ensures promotions are shipped to retail in a timely manner to coincide with other promotional support at retail.
 - Minimizes promotions "backing-up" at direct account/wholesale level.
 - Allows efficient/effective "clean-up" of each promotion on a monthly basis versus year-end.

Program Contacts: Your Area Manager of Operations
Sharon Reid, extension #2584

R. J. REYNOLDS TOBACCO COMPANY

Attachment

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Critical Dates - Second Quarter 1998
Promotion Timetable (Product, Premiums, Support Materials)

Weeks Prior to DTS 1998 Timing)	Task	Accountable Department	April	April #2	May	May #2	June	June #2
13	Field Communication	Sales Planning	1/5	1/5	2/2	2/2	3/2	3/2
	1) Allocation							
	2) Wholesaler Instructions							
	3) Logistics Sheet							
10	Selling Finalized/Communicate to ROU	Field Sales	1/30	2/13	2/27	3/13	3/27	4/10
7	First Order Date	ROU	2/16	3/2	3/16	3/30	4/13	4/27
4	First Delivery Date to Direct Accounts	ROU	3/9	3/23	4/6	4/20	5/4	5/18
0	VAP/Ship Date to Retail Accounts	ROU	4/6	4/20	5/4	5/18	6/1	6/15
-2	Last Delivery Date to Direct Accounts	ROU	4/17	5/4	5/15	5/29	6/12	6/26
-3	Review and Disperse Allocations to National/Clean-Up	AMO	4/20-4/24	5/4-5/8	5/18-5/22	6/1-6/5	6/15-6/19	6/29-7/3
Quarterly workplan plus Month One logistics packet								

2/23/98

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Critical Dates - Second Quarter 1998

Retail Promotion Timetable (Product, Premiums, Support Materials)

Weeks Prior to DTS 1998 Timing)	Task	Accountable Department	April	April #2	May	May #2	June	June #2
13	Field Communication	Sales Planning	1/5	1/5	2/2	2/2	3/2	3/2
	1) Allocation							
	2) Wholesaler Instructions							
	3) Logistics Sheet							
10	Selling Finalized/Communicate to ROU	Field Sales	1/30	2/13	2/27	3/13	3/27	4/10
12	Allocation Execution Model Available	Information Resources	1/12	1/26	2/9	2/23	3/9	3/23
12-8	Retail Account Adjustments to Model	ROU	1/12-2/6	1/26-2/20	2/9-3/6	2/23-3/20	3/9-4/3	3/23-4/17
8	Retail Account Plan by Wholesaler Available (Templates)	Information Resources	2/9	2/23	3/9	3/23	4/6	4/20
7	Allocation Transfer Deadline	ROU	2/13	2/27	3/13	3/27	4/13	4/27
7	First Order Date	ROU	2/16	3/2	3/16	3/30	4/13	4/27
4	First Delivery Date to Direct Accounts	ROU	3/9	3/23	4/6	4/20	5/4	5/18
0	VAP/Delivery Date to Retail Accounts	ROU	4/6	4/20	5/4	5/18	6/1	6/15
-2	Last Delivery Date to Direct Accounts	ROU	4/17	5/4	5/15	5/29	6/12	6/26
-3	Review and Disperse Allocations to National/Clean-Up	AMO	4/20-4/24	5/4-5/8	5/18-5/22	6/1-6/5	6/15-6/19	6/29-7/3
Quarterly workplan plus Month One logistics packet								

To: MacWilliams, Lori, Campbell, Judy
From: 1610 - Buffalo ROU (BRZEZIE)
Posted: 2/23/98 11:56
pened: 2/27/98 8:12
Subject: FWRD: Selling/Execution Dates-2Q Promo

forwarding the following....

===== <Forwarded Letter> =====

From: Davis, Carla C.
To: 1610
Subject: Selling/Execution Dates-2Q Promo - FSC-
Posted: 02/23/98 10:40
Priority: Normal Priority

Microsoft Mail v3.0 (MAPI 1.0 TransportA) IPM.Microsoft Mail.Note

From: Davis, Carla C.

To: 1000 - North East Sales Area

1100 - Boston Region

1110 - Boston ROU

1140 - Boston Chain

1200 - New York Region

1210 - New York ROU

1240 - New Jersey Chain

1244 - New York Chain

1300 - Philadelphia Region

1310 - Philadelphia ROU

1340 - Philadelphia Chain

1600 - Buffalo Region

1610 - Buffalo ROU

1642 - Syracuse Chain

1645 - Buffalo Chain

1700 - Pittsburgh Region

1710 - Pittsburgh ROU

1740 - Pittsburgh Chain

1742 - Harrisurg Chain

1744 - Cleveland Chain

1800 - Cinnccinati Region

1810 - Cinnccinati ROU

1840 - Cinnccinati Chain

1842 - Louisville Chain

1844 - Columbus Chain

1846 - Indianapolis Chain

Albers, Gary <KAM> 1846

Alessandra, Cheryl <AM> 1645

Battle, Herbert <AM> 1642

Belniak, Mike <KAM> 1140

Bomgardner, Denny L. <KAM> 1340

Burke, Helen <AM> 1142

Casabella, Terry <AM> 1842

Coleman, Brian <KAM> 1744

Cunningham, David L. <AM> 1740

Divito, Patrick <AM> 1740

Dobrowolski, R E. <ROM> 1710

Duszynski, Renee <KAM> 1645

Evanchik, Audrey E. <AM> 1240

Fitzin, Thomas J. <RBM> 1100

Fricke, R. H. <AM> 1340

Gittins, John D. <AM> 1744

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